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Privista Soups Up ID Theft Monitoring Service  
(A service called ID Guard by Privista allows the company to keep track  
of a user's credit profile and alert them if something unusual happens)  
Newsbytes News Network, p N/A  
January 26, 2001  
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NEW YORK, NEW YORK, U.S.A., 2001 JAN 26 (NB) -- By Sylvia Dennis,  
Newsbytes. Privista has launched a privacy protection service called ID  
Guard. In return for \$19.95 a year, the service allows users to be kept  
aware of changes to their credit profile, as well as alerts them to any  
changes to their personal profile.

ID theft is now a growing problem in the US credit industry, with several  
hundred people a month discovering that their identity has been  
"borrowed," usually for thieves to rack up large debts on credit cards and  
personal loans.

By maintaining a close watch on a users' credit profile, Privista says it  
can keep a watch on someone's identity and alert them, usually via e-mail,  
if something odd happens.

A spokesperson for the company told Newsbytes that the service uses credit  
profiles maintained by Equifax, sending a weekly update to subscribers, and  
monitoring up to 15 of their credit file attributes.

Originally launched in a beta test version last October, ID Guard has now  
been enhanced as a commercial offering, allowing users to monitor for  
suspicious changes in their credit file, such as changes to their address,  
a new account being opened, unusual credit card account changes, and a  
change in the subscriber's Social Security number.

The updated ID Guard now flags unusual changes to individual credit cards,  
not just changes to a customer's combined credit balance.

With this enhancement, Privista says that online users can better manage  
their spending, as well as more quickly identify potential credit fraud.

Since launching the trial version of ID Guard last October, Privista says  
that around 10,000 people have registered for the service.

Privista 's Web site is at <http://www.privista.com> .

Reported by Newsbytes.com, <http://www.newsbytes.com> .

(20010126/Press Contact: Suzanne Bakri, CRC 703-683-5004; Eric Gertler,  
Privista 877-926-8559/WIRES LEGAL, ONLINE, BUSINESS/)

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COMPANY NAMES: PRIVISTA  
INDUSTRY NAMES: Payment cards  
PRODUCT NAMES: Credit card and check services (738942)  
CONCEPT TERMS: All product and service information; Product introduction  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

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